

# WILEY

**ACEP**Now  
The Official Voice of Emergency Medicine



# ACEP NOW

The official voice of emergency medicine

## 2023 Media Guide



# ACEP Now At A Glance

## Editorial

**ACEP Now** is an official publication of the American College of Emergency Physicians, also known as ACEP. Emergency physicians rely on **ACEP Now** for indispensable content that can be used in daily practice.

ACEP is the specialty society for Emergency Medicine, and **ACEP Now** is the official voice of Emergency Medicine. With a rapidly evolving health care system, emergency physicians need a trust-worthy source for the most valuable and insightful information that impacts the practice of Emergency Medicine. That source is **ACEP Now**.

## ACEP Now Delivers:

- Breaking news and broadcasts from the college
- Practice trends & industry trends
- FDA coverage & clinical trial results
- Expert opinion & insightful commentary
- Public policy & medical-legal issue coverage
- Therapy area-specific content (i.e., Cardiology, Geriatrics, Pediatrics)
- Practice area-specific content (i.e., Ultrasound, Intraosseous Infusion Systems)
- Business-related content covering the business of emergency medicine
- Commentary on diversity, equity, and inclusion in emergency medicine

## Circulation

**ACEP Now** has an average qualified circulation of 40,400.

*Source: BPA Worldwide Brand Report for the six-month period ended June 2020.*

## ACEP Now at a Glance

### Issuance

Monthly

### Established

1981

### Society Affiliation

American College of Emergency Physicians

### Circulation

40,400

### Circulation Verification

BPA Worldwide

## Contacts

### Kelly Miller

Display Advertising  
P: 856-768-9360  
E: [kmiller@mrvida.com](mailto:kmiller@mrvida.com)

### Dave Surdel

Manager, Sales, Reprints  
P: 781-388-8343  
E: [commercialreprints@wiley.com](mailto:commercialreprints@wiley.com)

# 2023 Print Advertising Rates

## Rates

Earned Rates: Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2023 Price
Full page color	\$8,950
Full page mono	\$6,645
Half page color	\$6,690
Half page mono	\$4,585

## Frequency Rate Info

Frequency	Discount
1-2x	0%
3-6x	3%
7-9x	6%
10-24x	9%

## Color Rates (in addition to B&W rates)

4-color rates	\$2,045
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## Premium Position premiums

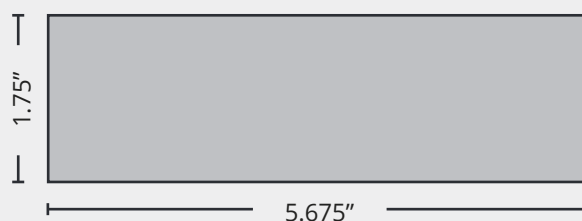
Inside Front Cover (Cover2)	35%
Inside Back Cover (Cover3)	25%
Outside Back Cover (Cover4)	50%

## Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g., a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

## Front Cover Banner Ads

- Advertisement runs on the lower right-hand corner of the cover
- Cost: \$10,000 net



# 2023 ACEP Now Publication Schedule

Vol / Issue	Issue Cover Date	Closing Date	Materials Due Date	Inserts Due Date
42:1	January	12/08/22	12/19/22	12/22/22
42:2	February	01/10/23	01/20/23	01/25/23
42:3	March	02/08/23	02/17/23	02/23/23
42:4	April	03/08/23	03/17/23	03/22/23
42:5	May	04/10/23	04/19/23	04/24/23
42:6	June	05/10/23	05/19/23	05/24/23
42:7	July	06/08/23	06/19/23	06/22/23
42:8	August	07/10/23	07/19/23	07/24/23
42:9	September	08/09/23	08/18/23	08/23/23
42:10	October	09/08/23	09/19/23	09/22/23
42:11	November	10/10/23	10/19/23	10/24/23
42:12	December	11/08/23	11/17/23	11/22/23



## Bonus Distribution

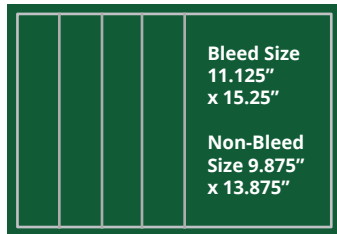
September Issue: ACEP23

Scientific Assembly and Annual Meeting,  
October 9–12, in Philadelphia, Pennsylvania

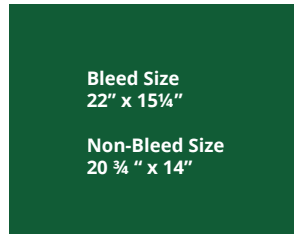


# Ad Specifications

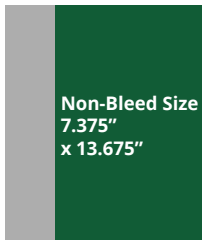
## KING-SIZE PAGE



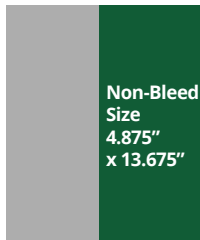
## KING-SIZE SPREAD



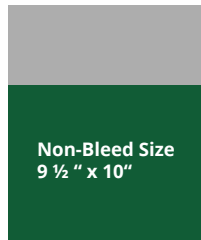
## 3/4 VERT.



## 1/2 VERT.



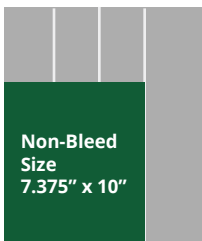
## 3/4 HORIZ.



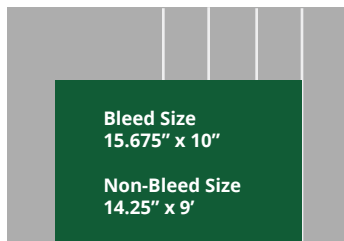
## 1/4 VERT.



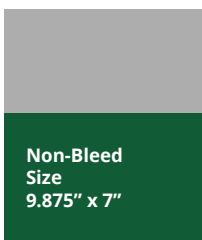
## ISLAND PAGE



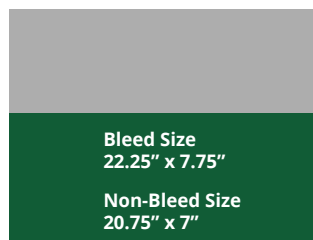
## ISLAND SPREAD



## 1/2 HORIZ.



## 1/2 HORIZ. SPREAD



**JOURNAL TRIM SIZE:** 10.875" x 15"

**LIVE MATTER:** Allow 0.25" safety from all trimmed edges

**TYPE OF BINDING:** Saddle-stitch

## Cover Tips

Available on a first-come, first-served basis. Please consult your sales representative.

## COVER TIP SPECIFICATIONS

Final Trim: 10" x 6"

### • Bleed Size:

10.25" x 6.25"

(0.125" bleed on all foursides)

### • Live Area:

9.5"x5.5" (0.25" on all four sides)

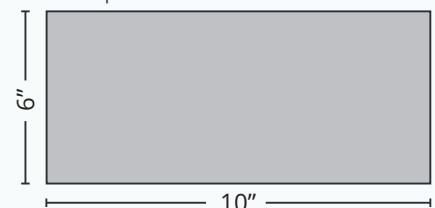
### • Ink: CMYK

### • Quantity:

Check with your sales representative.



Note: Specifications not drawn to actual size.



# Print Advertising Information

## Split Runs

### A: SPECIFICATIONS

- Split runs can be either geographic (state or zip code) or demographic.
- Inserts and run-of-book (ROB) advertising units are accepted.
- Split-run insertions will count toward earning frequency discounts.
- All split-run ROB advertising units must be the same size. No units larger than one king-size page plus one island page will be accepted.
- Split-run additional production charges are commensurable.
- Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.

### B: SPLIT-RUN RATES—INSERTS

- If utilizing less than 25% of the publication's circulation, rate is 50% of the full-run cost.
- If utilizing 26-50% of the publication's circulation, rate is 60% of the full-run cost.
- If utilizing 51% or more of the publication's circulation, rate is 100% of the full-run cost.
- No production charges for inserts.

### C. SPLIT-RUN RATES—RUN-OF-BOOK

- If utilizing less than 25% of the publication's circulation, rate is 50% of the full-run cost plus full-color charges.
- If utilizing 26-50% of the publication's circulation, rate is 60% of the full-run cost plus full-color charges.
- If utilizing 51% or more of the publication's circulation, rate is 100% of the full-run cost plus full-color charges.
- Split-run Production Charges—Run of-book: \$900 per split-run page.

### CONTRACT & COPY REGULATIONS

- All contracts and contents of advertisements are subject to the approval of the Publisher. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- Publisher reserves the right to put the word "Advertisement" on advertising which, in the Publisher's opinion, resembles editorial material.
- Publisher guarantees uniform rates and discount to all advertisers using same amount and kind of space. No exceptions to published rates.
- Rates are subject to change with 90 days notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Publisher reserves the right to repeat a former ad.
- Publisher reserves right to intersperse ad placements

### AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- Agency commission: 15% on all ads.
- Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, Publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due for contracted and published ad space.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

### SPACE CANCELLATIONS

- Notification in writing of space cancellation must be received by space close dead-line. Cover positions are non-cancelable within 60 days of the issue's closing date. If space is canceled after the deadline or ad materials are received after the due date, the advertiser will be charged for the insertion.

# Print Advertising Information

## RUN-OF-BOOK REPRODUCTION REQUIREMENTS

### Black-and-White or Color Advertisements

- PDF/X-1 are required
- All images must be CMYK (RGB, sRGB, or ICC lab color will not be accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Ads can be accepted via FTP

### Color Proofs

- Provide a digital proof with color bars
- Proofs must be provided at 100%size

### Provider Information:

*Please provide the following with your media:*

- Publication name and issue date
- Advertiser, product, and agency name
- Contact name and phone number
- Directory of disk or CD

## INSERTS AND INSERT REQUIREMENTS

### General Conditions

- **King insert supplied size:** Trim with bleed is 11" x 15.25". Inserts must have 0.125" bleed on top, left, right, and bottom of trims. Live text must be at least 0.25" from final trim size. In addition, we recommend at least 0.375" on the left and right sides of final trim size.
- **Island insert supplied size:** 8.875" x 11", includes 0.125" trim from the head. No gutter grind-off. Jogs to head.
- **Supply multiple-leaf inserts folded.**
- **Quantity:** Please contact your advertising sales representative
- **Carton packing required:** Quantity, publication and month of issue must be clearly labeled on outside of cartons.

### QUANTITY

**Please contact your advertising sales representative for exact number of inserts needed**

### SHIPPING OF INSERTS

#### Hess Print Solutions

Attn: Audrey Thomas  
ACEP Now, Volume:, Issue:  
3765 Sunnybrook Road  
Brimfield, OH 44240  
E: [audreyt@bangprinting.com](mailto:audreyt@bangprinting.com)

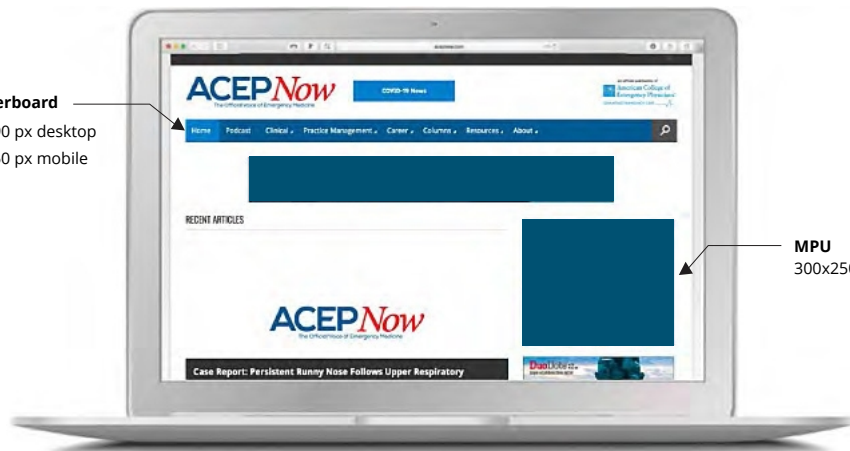
## Digital Advertising on ACEPNow.com

**ACEPNow.com** is the online destination for emergency physicians who rely on content created by emergency physicians for emergency physicians that can be used in daily practice.

**ACEPNow.com** provides emergency-medicine specific news along with practice-changing tips, regulatory updates, and the most up-to-date information on health care reform.

Brand Report, **ACEPNow.com** has an average 88,067 users per month.

**Leaderboard**  
728x90 px desktop  
320x50 px mobile



**MPU**  
300x250 px

## Run-of-Site Advertising

- **ACEPNow.com** uses DoubleClick for Publishers(DFP)Premium to traffic digital ads, use of DoubleClick Tags is preferred.
- Leaderboard dimensions, submit ad creative in two sizes: 728 x 90 pixels for desktop browsers and 320 x 50 pixels for mobile. Expandable creative must be user initiated, expand down, and can accommodate a maximum final size of 728x310.
- MPU dimensions: 300 x 250 pixels. Expandable creative must be user initiated, expand left, and can accommodate a maximum final size of 550x250.
- GIF, JPG, PNG file types are accepted.
- HTML5 is accepted as long as files are provided with third-party tags.
- Max file size: 200KB
- Click-through URLs are required for all creative files.

### Submission lead times

- Standard & Native Ads: 5 business days prior to launch.
- Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch.
- Rich Media Ads: 10 business days prior to launch.
- Third-party ads must be live at time of submission.

## HTML5 guidelines

DFP currently does not have any preset specifications set up for using HTML5 creatives. All HTML5 creatives must be provided as a third-party tag. File packages and URLs will not be accepted.

The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists:

<http://www.iab.net/html5>

# ACEP eNow eNewsletter

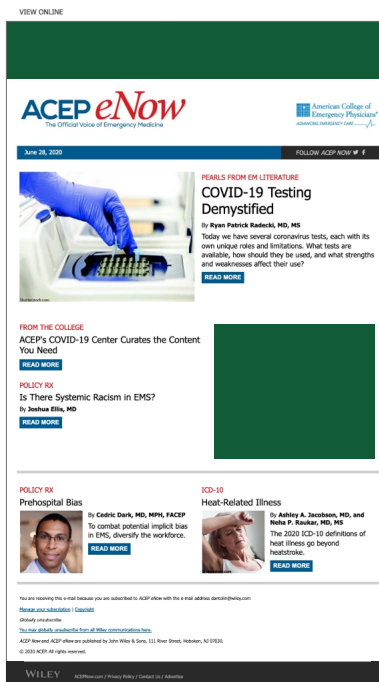
Reach 32,000+ opt-in subscribers with ads in **ACEP eNow**, the weekly eNewsletter for ACEP. **ACEP eNow** features a combination of Industry News, "News from the College," online-only articles, and the most popular recent articles from the print publication and the website.

Ads for **ACEP eNow** must be static GIF, PNG or JPEG format files with a maximum file size of 40 KB.

Native advertising is also available on **ACEP eNow**, please contact your advertising sales representative.

For ad prices and availability, please contact your advertising sales representative:

**Kelly Miller**  
 Display Advertising  
 P: 856-768-9360  
 E: [kmiller@mrwica.com](mailto:kmiller@mrwica.com)

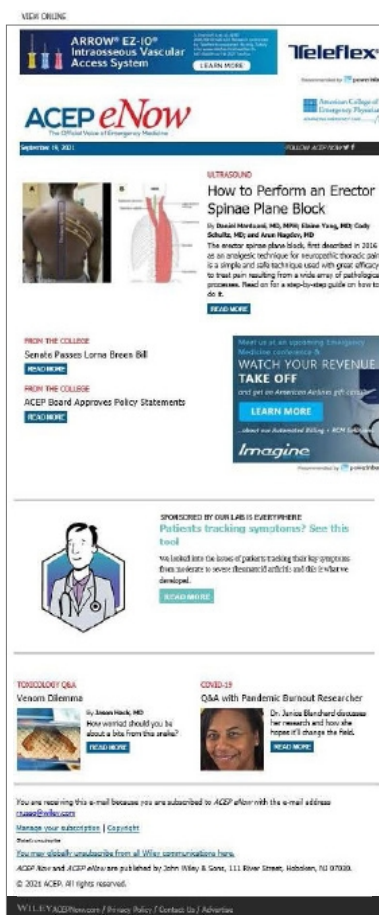


## Leaderboard

- 728x90 px desktop
- 320x50 px mobile
- Gif, PNG and JPEG formats accepted
- Maximum file size: 40 KB

## MPU

300x250 pixels  
 GIF, PNG and JPEG  
 formats accepted  
 maximum file size: 40KB





# Move beyond Advertising

Powering your message across healthcare professionals

It's critical to find compelling ways to present your message to stand out and get your story in front of the right people and communities.

Wiley serves the full ecosystem of societies, experts, healthcare professionals and the pharmaceutical industry. Our connections, reach and content solutions help you drive deeper engagement with your audience in order to drive clinical impact.

Engage the right audience with the right marketing mix by adding **Wiley Education** and **Wiley Communications** solutions plus **Amplifiers** to your advertising plans.



## Education

Sponsor an educational resource or digital event and strategically position your brand alongside trusted, relevant content. Collaborate with experts in the field to engage with your audience and build credibility for your message.

## Communications

Our publication solutions and their enhancements provide an exclusive and distinctive way to support the dissemination of your message. Use the strengths of our multimedia programs and published work to drive engagement among busy HCPs.

## Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

**Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.**

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!



## Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems to support physicians in their daily practice. Our Knowledge Hubs, Conference Hubs and Webinars can help you deliver clear, focused content and deepen your engagement with your target audience.

### ■ Knowledge Hub

**Increase disease awareness or address a knowledge gap by sponsoring an independent go-to education resource for your target audience.**

A Knowledge Hub is an online-learning destination focused on a specific topic. Healthcare professionals are given a unique opportunity to engage with experts and further educate themselves in an unbiased and engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's clinical practice. Content is developed in conjunction with an expert and independent editorial board. It provides users with indepth information on the latest research findings and practical expert perspectives via a custom combination of engaging content such as Content Feeds, Expert Commentaries, Infographics, Webinars, and more!

**Knowledge Hubs help HCPs in their daily practice and will enable you to:**

- Raise your scientific profile through the association of your brand with valued content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program by Wiley-led marketing tactics to drive additional targeted traffic

**Take advantage of expert project management for seamless execution.**

### Pricing

For detailed information on any of these options, please contact your local representative.

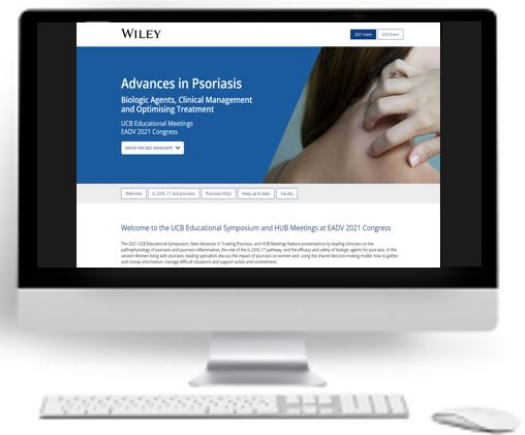
## ■ Conference Hub

Together, let's make major medical conferences more impactful. Increase the reach of conference outcomes through an independently created online resource, sharing exclusive data and expert insights before, during and after the event.

Use the strengths of the conference's presentations, one or more Key Opinions in Medicine publications and combine these with other solutions like Webinars or E-Learning modules to deepen HCPs' knowledge on a specific topic. Comes with marketing activities to power engagement.

**By sponsoring a Conference Hub your brand will benefit from:**

- Education of your audience who will make better informed clinical decisions
- Association with independent, validated content building your scientific profile



## ■ Webinar

**Showcase your expertise, generate leads, deepen your engagement and build credibility by sponsoring a Webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.**

Our specialized events team will manage your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.



### Choose from:

- **Single-Speaker Webinar** - Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar** - Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

*Speakers can be provided by the Wiley editorial team or suggested by the sponsor*

### Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting

## Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

### ■ Reprints and Article Discovery Packages

Provide access to a full-length journal article and extend its impact through additional enhancements suiting the evolving content preferences of busy HCPs (e.g. Infographics, Expert Commentaries, Wiley Audio)



Reprints are available in print or digital formats and can be translated if required. Several options are available to give access to ePrints.

#### **Through Reprints and Article Discovery Packages, your brand will benefit from:**

- The credibility of authoritative, independent content to support your product messages
- Further dissemination of key educational content driving clinical decisions

### ■ Supplements

Supplements are a sponsored collection of one or more articles on a common theme. They are published as part of a Wiley B2B or academic journal and distributed to all journal subscribers in a print or online format.



#### **By sponsoring a supplement, HCPs get an unbiased view on a key topic and your brand will benefit from:**

- Brand credibility through the association with valued journal/Society brands
- Brand visibility among the engaged journal's readership

### ■ Key Opinions in Medicine (KOMs)

Key Opinions in Medicine are a rapid, cost-efficient way to reach and engage targeted specialists with collated updates and reviews on a specific topic via an established journal.

Key Opinions in Medicine are often used to disseminate key takeaways from a conference and are available in print or online format.



#### **With Key Opinions in Medicine, healthcare professionals get an unbiased view on a key topic and your brand will benefit from:**

- The credibility of authoritative, independent content to support your product messages
- Further dissemination of key educational content driving clinical decisions

### ■ Digest Editions

Bring key research to local communities. Digest Editions are translated versions of a minimum of three articles from a journal. They are corporate sponsored with articles chosen by an appointed local editor-in-chief.



#### **Digest Editions will help your brand benefit from:**

- Brand credibility through the association with valued journal/Society brands
- Deeper engagement with local experts and HCPs

## Pricing

For detailed information on any of these options, please contact your local representative.

## Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

### Consider adding these amplifiers to your package:

<b>E-Learning</b>	Generate knowledge and learning that drives behavior change and advances professional development.
<b>Content Feed</b>	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
<b>Infographic</b>	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
<b>Expert Commentary</b>	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
<b>Translation</b>	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
<b>Run On</b>	Get extra printed copies of content products to share.
<b>Wiley Audio</b>	Expand reach and accessibility by offering an audio recording of a Wiley article.
<b>Extended Reach</b>	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.

## Pricing

For detailed information on any of these options, please contact your local representative.

## Contact Details

**Kelly Miller**

Display Advertising

P: 856-768-9360

[kmiller@mrvica.com](mailto:kmiller@mrvica.com)

**Dave Surdel**

Manager, Sales, Reprints

P: 781-388-8343

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# WILEY

Wiley is a world-leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,700 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

## Contact us to learn more

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